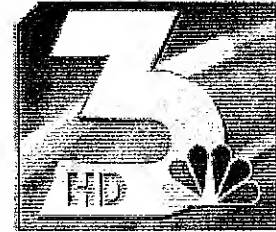


## ORDER



KSNV

## Orders

Order / Rev: 107427  
 Alt Order #: 06860869  
 Product Desc: Horsford/DCCC  
 Estimate: 1969  
 Flight Dates: 10/05/12 - 10/11/12  
 Original Date / Rev: 10/03/12 / 10/10/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: GMMB, Inc./ Washington D.C.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
Washington Harbor  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: DCCC/ Horsford *Revised*  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	34	\$44,615.00	\$37,922.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$44,615.00	\$37,922.75	0.00
Totals	34	\$44,615.00	\$37,922.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	29%	\$44,615.00
Market	100%	\$153,844.83

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$46,153.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$30,768.97
KTUD	1%	\$1,538.45
KVVU	15%	\$23,076.72
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,692.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/05/12	10/11/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--			3			\$450.00		0.00			

Order / Rev: 107427  
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 Flight Dates: 10/05/12 - 10/11/12

Advertiser: DCCC/ Horsford  
 Product Desc: Horsford/DCCC  
 Estimate: 1969

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/05/12	10/11/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	3		\$450.00		0.00						
E 2	KSNV	10/07/12	10/11/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/07/12	10/13/12	MTWT--S	1		\$200.00		0.00						
E 3	KSNV	10/05/12	10/11/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	4		\$700.00		0.00						
E 4	KSNV	10/05/12	10/11/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	5		\$900.00		0.00						
E 5	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$625.00		0.00						
E 6	KSNV	10/07/12	10/07/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$3,000.00		0.00						
E 7	KSNV	10/05/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	2		\$450.00		0.00						
E 8	KSNV	10/05/12	10/11/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	3		\$1,200.00		0.00						
E 9	KSNV	10/05/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	2		\$1,300.00		0.00						
E 10	KSNV	10/05/12	10/11/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	2		\$1,300.00		0.00						
E 11	KSNV	10/05/12	10/11/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/05/12	10/11/12	MTWTF--	2		\$900.00		0.00						
E 12	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$4,000.00		0.00						
E 13	KSNV	10/09/12	10/09/12		CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00

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Advertiser: DCCC/ Horsford  
Product Desc: Horsford/DCCC  
Estimate: 1969

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tues PR 10-11p											
				Tuesday Prime 10-11pm											
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----			1		\$3,200.00			0.00			
E 14	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
				NFL Football											
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S			1		\$10,000.00			0.00			
E 15	KSNV	10/05/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--			2		\$1,200.00			0.00			
E 16	KSNV	10/05/12	10/11/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--			2		\$500.00			0.00			
N 17	KSNV	10/11/12	10/11/12	Last Call w/Carson Daly	CM	136-205am	---T---	:30	1	\$40.00	3	0.00	NM	1	\$40.00
				Last Call w/Carson Daly											
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/07/12	10/13/12	---T---			1		\$40.00			0.00			
													Totals	34	\$44,615.00